

From: "Blair Taylor" <btaylor@memphistomorrow.org>  
To: "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>  
Date: 10/5/2018 4:49:55 PM  
Subject: draft "story"

---

Bill – for our call with the mayor and bryan Tuesday, we need the draft story: Here's how I see it. Let me know your thoughts.

I'm thinking it's something like this:

- Story Angle:
  - Primary: Crime commission issues "year end" special progress report and next steps for MPD staffing initiative. Explains importance of building complement to so many of the other OSC initiatives, etc. which is why special report.
  - Secondary: Acknowledgement of business and philanthropy who asked the mayor how they could help and the Mayor's team requested financial support. Crime Commission, raised and collected the funds.
- Quotes/interviews tee'd up with:
  - Bryan Jordan
  - Mayor Strickland
- Timing:
  - Ideally after the start of the last class of new recruits / pst's/ fast track for 2018.
- Release:
  - Give exclusive to Daily Memphian, CA, or Business Journal
  - Then issue press release

Blair Taylor  
President  
Memphis Tomorrow  
22 North Front Street, Suite 670  
Memphis, TN 38103  
Office: 901.322.8080